

Click It Or Ticket Campaign

May 18-31, 2015



Sample Radio Announcement Scripts

- Option 1: Seat belt enforcement zones are in effect May 18th to May 31st. For the first time these zones will pop up in every county across Michigan. But it's easy to avoid a sixty-five dollar ticket. Just buckle up. Every trip. Every time.
- Option 2: Enacting a primary enforcement seat belt law has saved more than 2,600 lives in Michigan during the last 15 years. This spring celebrate the life-saving properties of a seat belt by using it every trip, every time. It's a simple way to make sure you are around to enjoy the next 15 years and more.
- Option 3: Wearing a seat belt will cost you nothing. Not wearing a seat belt could cost you everything. Seat belt enforcement zones are in effect across Michigan May 18th to May 31st. If you're not buckled up, officers will pull you over and give you a sixty-five dollar ticket. Small price to pay considering the alternative. Click It Or Ticket.
- Option 4: Michigan law requires all drivers, front seat passengers, and passengers 15 years old and younger in any seating position to be buckled up. With seat belt enforcement zones in effect across Michigan, play defense by buckling up.